

ABSTRACT OF THE DISCLOSURE

An ink jet printing apparatus can execute a two-side printing capable of avoiding a show through effect while
5 maintaining a specific print grade. Specifically, for the two-side printing, a small amount of a light cyan ink is used only within the range near white. To compensate this, a dark cyan ink starts to be used near the range. Thus, the amount of ink outputted by converting the same signal
10 values is smaller than that for the one-side printing. As a result, the total amount of landed ink can be reduced to decrease the show through effect in which landed ink pass from one side of a printing medium to another side of the printing medium.